



Says

What have we heard them say?
What can we imagine them saying?




Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I need to find property that fits my pudget and preferences.


Consider many factors when choosing a house such as location, size, price, quality, etc.



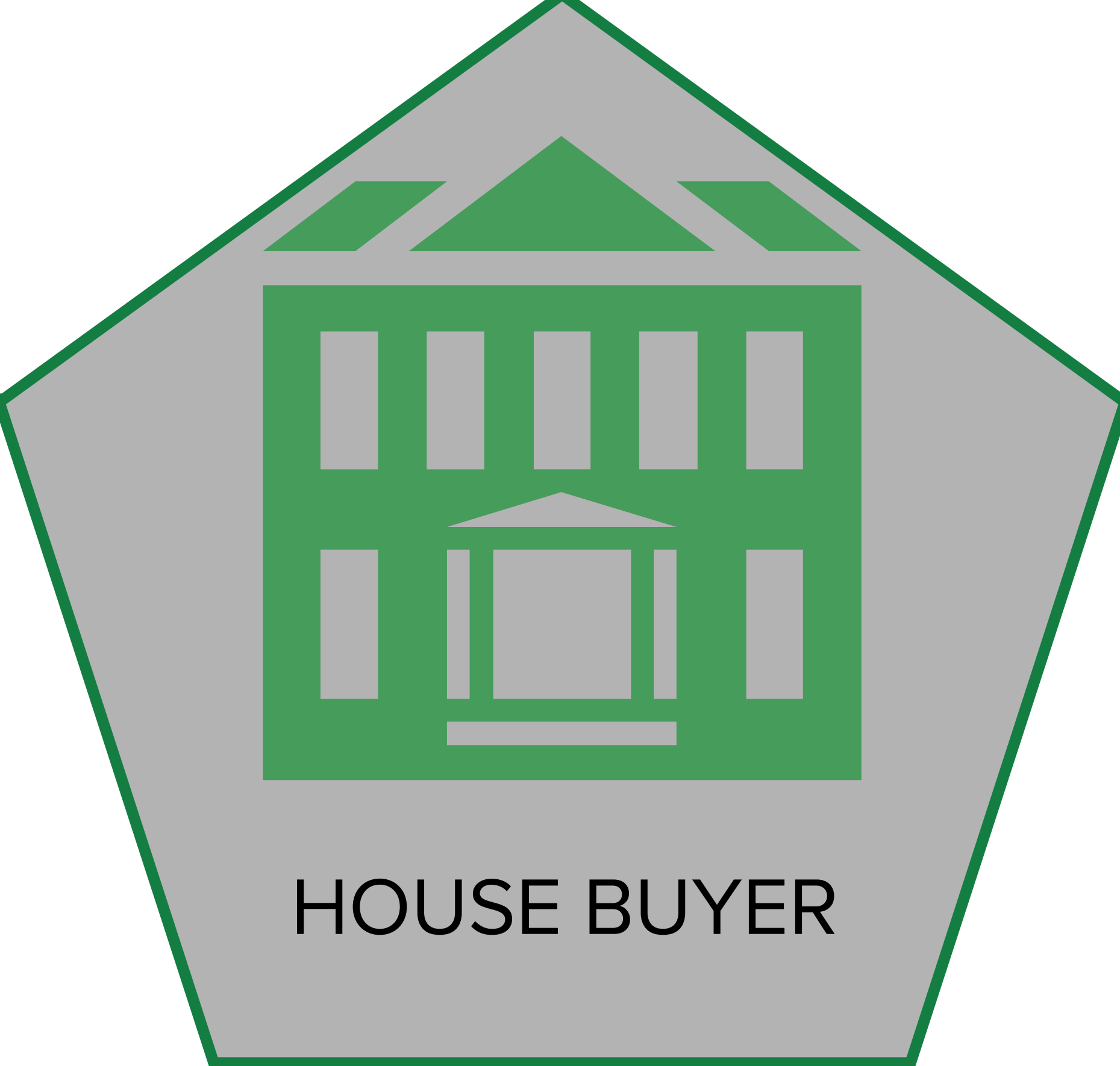
I am confused by the different prices and options, how do I compare them?

What are the factors that affect the housing prices in different cities?

What are the risks and challenges involved in buying a property?




How can I get the best deal and value for my money?



Contact agents and builders to get more details negotiate prices.

Visit the properties and inspect them personally.



Consult with family, friends and online reviews to get feedback and opinions.

Excited about owning a home.

Anxious about making a big investment.

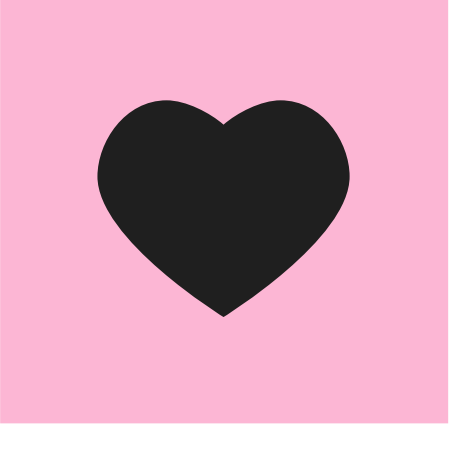


Overwhelmed by the complexity and diversity of the market.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?